



News Advisory

For Immediate Release
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Youth Group vs. Big Tobacco: Utahns Need to “Lose Their Label”

- WHO:** The Phoenix Alliance, Utah’s Anti-tobacco Youth Revolution, Teen Advocates Against Tobacco, the Utah Latino Network and the Pacific Islander Ethnic Network
- WHAT:** The tobacco industry labels tobacco users and entices young people to use tobacco products. Utah youth will encourage smokers to lose the Big Tobacco label and quit smoking for at least one day for the Great American Smokeout. The youth group will create a demonstration by displaying tobacco ads that show how the tobacco industry entices young people to use tobacco products.
- WHERE/WHEN:** Thursday, November 20, 2008
Demonstration route:
4:00 p.m. to 4:30 p.m.
300 West North Temple (By the Triad Center), Salt Lake City, Utah
4:30 p.m. to 5:00 p.m.
400 West between North Temple and 100 South, Salt Lake City, Utah
5:00 p.m. to 5:30 p.m.
Along the downtown TRAX line to Gallivan Plaza
5:30 p.m. to 6:00 p.m.
Body Worlds Exhibit, 209 East 500 South, Salt Lake City, Utah
- WHY:** The Phoenix Alliance works to educate the public to “see through the smoke” and not be manipulated by the tobacco industry. Find more information at www.utahphoenixalliance.org.

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